

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Reserve
A389.4
AgB

AD-33 Bookplate
(5-61)

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



Reserve
BOOK NUMBER A389.4
14463 Ag8

2
PURE FOOD

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

OCT 29 1962

C & R-PREP.



USA

2
U. S. DEPARTMENT OF AGRICULTURE



U. S. DEPARTMENT OF AGRICULTURE

Foreign Agricultural Service, Agricultural Marketing Service, Agricultural Research Service

In cooperation with:

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE, Food and Drug Administration

September 1962



14463

PURE FOOD—U.S.A.

Quality control—from farm to table—guarantees the consumer of American farm products the purest and most wholesome foods in the world.

Because of this controlled quality, U. S. citizens can be sure of the wholesomeness and goodness of foods they buy in endless variety from a production area 3,000 miles from East to West and 1,000 miles from North to South. Anybody else, anywhere in the world, can buy American

foods with the same confidence because of strict quality control standards.

Quality control is a joint effort among food producers, processors, distributors, and the U. S. Government. It assures purity of U. S. foods by the establishment of high standards in . . . Production . . . Preservation . . . Regulation . . . Inspection . . . Grading . . . Innovation.

These quality standards, set up and enforced by the



U. S. Departments of Agriculture and Health, Education, and Welfare, provide the legal basis for insuring the purity and wholesomeness of American foods at every stage of production, processing, or handling . . . from the field and feedlot to the dinner tables of the world.



PRODUCTION

*Purity and Quality Control in Production
A Consumer Protective Service*

The story of PURE FOOD U.S.A. begins on the farms and ranches where American crops and livestock are grown. With the help of the agricultural scientist, the American farmer has developed production to a peak of efficiency. The latest research knowledge is used to produce improved varieties of plants and improved breeds of animals. Farmers, industry, and government work together to wage continuous warfare on plant and animal diseases. The result is an ever-increasing outpouring of wholesome, high quality agricultural products from the Nation's 4 million farms.



PRESERVATION

*Purity and Quality Control in Preservation
A Consumer Protective Service*

The treatment of foods to preserve them began with civilization. When it became possible to hold agricultural products for later consumption through curing, drying, smoking, and pickling, some of the population could be released for pursuits other than farming; industry and art could flourish.

Two of Europe's greatest travelers revolutionized life on this globe in the search for food condiments. Marco Polo spread European culture to the ends of the known





world looking for spices. Christopher Columbus discovered a whole new World in the same quest. Later generations have brought the art of food preservation to new dimensions to better the lot of mankind.

In its food industry, the United States joins others in continuing and developing processes begun hundreds of years ago in Europe to improve the preservation, color consistency, composition, flavor, aroma, and adaptability of foods.

U. S. inspection programs help control quality in all the various methods of processing—dehydrating, concentrating, pre-cooking, and vacuum packing in moisture-proof wraps. Wholesomeness is checked at every

stage—through the packing shed, the pre-cooler, the wholesaler, the warehouse, and the retail store.

Modern American marketing technology helps make this possible. The chain of handling food from harvest to home by rail, by road, by inland waterway, by air or ocean in this country and abroad, must be kept unbroken, the food shipped in its own best environment.

Methods of packaging which aid in preservation, speed processing and transportation, and prevent deterioration make possible a greater variety of foods for more people.

Continuing research produces foods that are easier to ship, easier to store, and easier to buy and use. A supply of top quality foods at a reasonable price, all year round, anywhere in the world, has been made possible.





REGULATION

Purity and Quality Control in Regulation A Consumer Protective Service

All chemicals used in food production and processing in the United States are subject to regulation by State and Federal authority. The marketing and use of sprays, dusts, and inoculants for protecting crops from insects and disease and for improving yields are controlled by the efforts of the Food and Drug Administration and the Department of Agriculture.

Any chemicals used in the market to keep insects out of stored products and to give fruits and vegetables longer shelf life are carefully regulated.

Any substances used in the processing plant to maintain sanitary conditions and to package most effectively are subject to similar controls.

No material may be added to food unless it is generally recognized as safe or has been proved safe by scientific

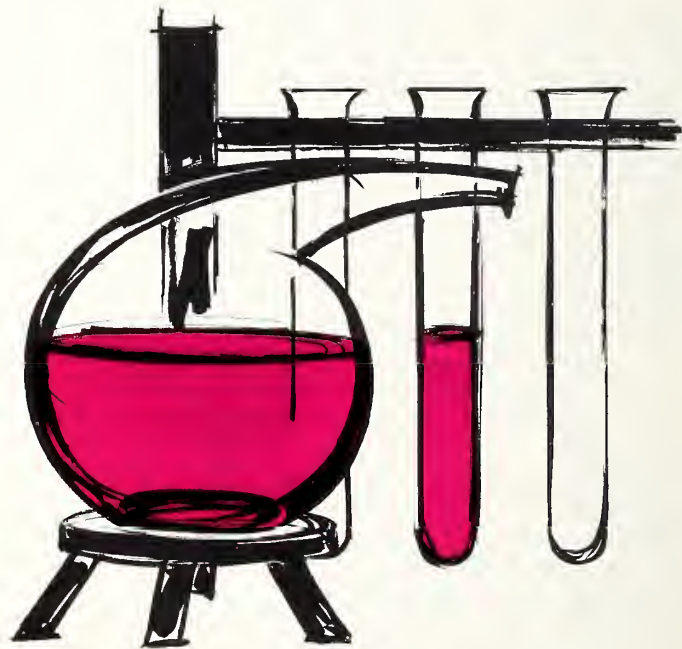
research. The United States Government has the authority to prevent food products from reaching marketing channels, or to remove them from the market if they are found to be adulterated or misbranded. Violators are prosecuted.

Enrichment of foods with vitamins and minerals helps insure diets that are nutritious. Adding vitamin D to milk, for example, protects against rickets; putting niacin in flour and cereal products has helped to eliminate pellagra from the United States.

Food technologists have developed a host of processes to improve texture, flavor, and eye appeal of a vast array of manufactured and processed foods.

New methods are constantly being devised to measure quality and insure safety. Recently developed instruments allow a look inside a potato without cutting it open, allow detection of water core in apples, provide a way to measure smut damage in wheat, and to detect and measure residues of pesticides.

Everyone in the U. S. food industry has a stake in marketing the purest, most wholesome and nutritious food possible. The grower, the processor, and the seller know that better food products mean better business.





INSPECTION

*Purity and Quality Control in Inspection
A Consumer Protective Service*

Meat and poultry are under continuous inspection in the United States.

The inspection services are second to none. Their standards are recognized by every country in the free world.

The U. S. inspection stamp symbolizes never-ending supervision. It assures:

Wholesome meat from healthy animals. . . .

Veterinarians and trained inspectors are on the job

to see that only clean, wholesome meat from healthy animals goes to customers at home and abroad.
Clean, safe handling of all meat. . . .

Packing plants shipping in interstate and foreign commerce are subject to U.S.D.A.'s rigid inspection. They are models of cleanliness and sanitation.
Disease-free, wholesome parts. . . .

Qualified inspectors certify that all organs and parts are wholesome, and that temperature control for cured pork assures a product free of infective trichinae.

High standards for all processed meat. . . .

Variety meats pass the same careful scrutiny. Only wholesome meat is used, and all ingredients, spices, extracts, and curing agents are pure and harmless.
Truthful labels on every product. . . .

Every label must be accurate and informative on weight and ingredients, and truly represent the product.

U. S. meat inspection provides the same protection throughout the world, because on meat for export the U. S. Government certifies that the requirements of the importing country are met. Whether you live in Boston

or Calcutta, Lima or Quebec, Paris, Rome, Casablanca, Tel Aviv, Athens, Hong Kong, or Tokyo—this stamp gives uniform protection and confidence in food it marks.

It's the same story with poultry. . . .

The birds are inspected live. . . .

They are inspected on the evisceration line. . . .

Truthful labeling, accurate weights, and protective packaging are required. . . .

Processing plants must meet highest standards of sanitation. . . .

An inspection mark on fresh-killed or frozen or ready-to-cook whole birds or parts, or on the containers of "convenience" frozen cooked or partly cooked parts, means good, wholesome poultry.

A special export certificate for poultry guarantees the same wholesomeness to the foreign consumer.

All other foods are subject to periodic inspection by agents of the Food and Drug Administration. This Agency enforces the Food, Drug, and Cosmetic Act, which makes every producer responsible for the purity, quality, and truthful labeling of his products.



GRADING

Purity and Quality Control in Grading A Consumer Protective Service

Grading is at the heart of quality control.

U. S. grades provide a common trading language and permit consumers to select the quality they desire.

Any buyer can specify the quality of product he wants and can get an official certificate showing that the foods meet his specifications.

Grade standards have been set up for hundreds of foods in every major category—meat, poultry, eggs, dairy products, grain, and fresh, frozen, and canned fruits and vegetables.

Grading also provides basic information to guide U. S. food producers. Consumer preferences in grades of meat

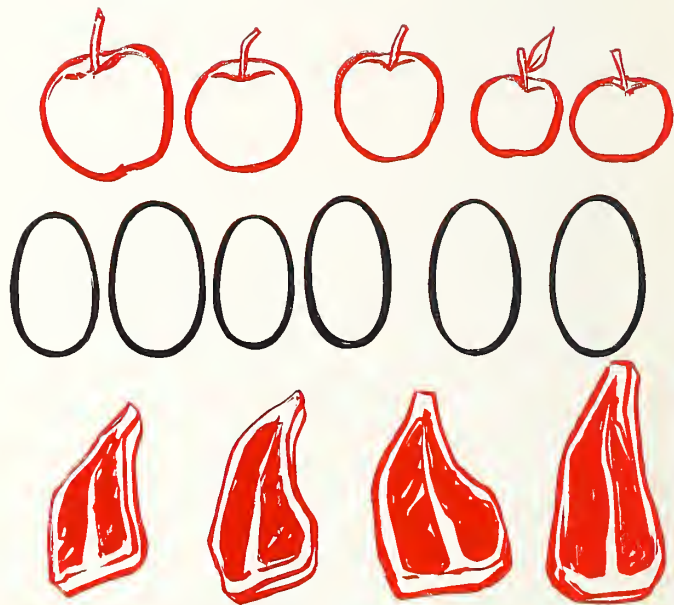
are catered to by production of the factors they want. Grades offer the consumer an opportunity to buy meats fitted to budget and preparation needs.

Dairy products such as butter and cheese are graded for flavor, body, texture, and color.

U. S. Grade Standards enable the foreign buyer to specify exactly the quality of fruit he needs. U. S. fruit growers, seeking to promote and protect their export markets, have succeeded in having minimum quality standards established under law for apples, pears, plums, grapes, and raisins. Mechanical thumbs, sizing rings, comparators, and plastic models in perfect colors are the tools graders use in interpreting the standards.

Although bread is the staff of life, good bread-baking wheats are relatively scarce throughout the world. The United States is encouraging the production of good bread-baking wheats that buyers want.

A new sedimentation test helps buyers specify and get the kind of wheat that will make the best bread. Grain grading prevents fraud and misrepresentation. Quality standards are enforced to insure honesty and fair dealing in the interest of consumers.





INNOVATION

*Purity and Quality Control in Innovation
A Consumer Protective Service*

The U. S. system of quality control produces new foods and safeguards their purity and goodness, too.

Research that produced frozen citrus juice concentrates:

Allows food processors to pack many valuable vitamins into tiny cans. . . .

Makes these important foods available to everyone in the U.S.A. and in many other parts of the world.

Citrus juice powder—a new product of research, requiring no refrigeration—promises to make these fruits even more prominent on world markets.

Dehydration of potatoes has emerged from the laboratory to become a major U. S. industry. As a result:

Food processors have a better way to market a quality potato product at low cost.

Homemakers have an easy, convenient way to store and prepare these important vegetables.

These and similar research achievements have given the food industry more versatility and quality control. They have given homemakers more variety in the market place and less work in the kitchen.



Pure Foods from the U. S. A.—healthful, delicious, plentiful. Pure foods for all the world to enjoy in even greater measure as research creates new and better products, as modern farm techniques bring them forth in abundance, and as careful quality control retains the farm-fresh quality through all stages of processing. Pure foods, U. S. A.—fresh from farm to the consumer's table.

USA

